



March 2017 Economic Development Summary Report

Columbus2020 & JobsOhio Projects:

These are leads and projects that were submitted to us from Columbus2020 or JobsOhio. The statistics are updated on a weekly basis.

- Total Lead Opportunities: 21
- RFI's Submitted: 10
- Reasons for not submitting: No buildings meeting size requirements; No pad ready sites meeting size requirements; High water user; No Class A Office; Odors and Noise
- Presentations to Companies: 1
- Site Visits: 1
- Reasons for Not Getting Selected:
- Projects Completed: 0
- # of Jobs: 0
- Payroll: 0
- Investment (\$): 0

Direct Industrial Projects:

These are leads and projects that came to our team directly via our marketing efforts or our relationships with site consultants, developers or real estate professionals. They are not duplicated in any of the other sections of this report. The statistics are updated on a weekly basis.

- Total Lead Opportunities: 13
- RFI's Submitted: 13
- Main Reasons for not being selected:
- Presentations to Companies: 13
- Site Visits: 2
- Projects Completed: 0
- # of Jobs: 0
- Payroll: \$0
- Investment (\$): 0

Tech & Office Projects:

These are leads and projects that came to us from a variety of resources and are from the technology, R&D, business support and services, consulting, medical, education or consumer services industries. These will typically represent low job creation numbers but high wages. They are not duplicated in any of the other sections of this report. The statistics are updated on a weekly basis.

- Total Lead Opportunities: 21
- RFI's Submitted: 21
- Main Reasons for not submitted: N/A
- Presentations to Companies: 21
- Site Visits: 13
- Projects Completed: 0
- # of Jobs: 0
- Payroll: 0

Retail and Restaurant Projects:



These are leads and projects that came to us from a variety of resources and are from retail, food service and entertainment industries. These are what we call soft-infrastructure jobs as they provide needed resources for our industrial, technology and office employers and their employees. They contribute greatly to the quality of life that makes our community more attractive to these other types of employers. They are not duplicated in any of the other sections of this report. The statistics are updated on a weekly basis.

- Total Lead Opportunities: 36
- RFI's Submitted: 36
- Main Reasons for not submitted: N/A
- Presentations to Companies: 36
- Site Visits: 36
- Projects Completed: 0
- # of Jobs: 0
- Payroll: 0

Business Retention & Expansion Projects:

These are projects from any industry where a company is either in a position to grow in our community or we need to provide opportunities, solutions and support to keep them in our community. A majority of new jobs created in any community are typically from current employer expansions. The statistics are updated on a weekly basis.

- Company Visits: 56
- Surveys Completed: 56
- Projects: 39
- Projects Completed: 0
- # of Retained Jobs: 0
- # of Expanded Jobs: 0
- Payroll (expanded): 0
- Investment (\$): 0

Glossary:

- Lead – Information was requested by a company, site consultant, real estate professional or developer for a specific company.
- RFI's Submitted – We prepared and submitted a proposal for these requests for information (RFIs).
- Presentations – We met with a company or its representatives at a location other than one of our sites or buildings.
- Site Visit – A company or its representatives visited one or more of our sites or buildings.
- Projects Completed – Projects for which all incentive and assistance granting bodies have finalized their packages, those packages have been accepted by a company and the company announces its plans to locate, expand or stay.
- # of Jobs – Jobs that are created or expanded WHEN a project is completed.
- Payroll – New or expanded payroll generated WHEN a project is completed.
- Investment (\$) – The amount a company intends to spend on real estate, construction, machinery and equipment WHEN a project is completed.

Economic Climate

Leads from JobsOhio and Columbus2020 are 350% higher than in March 2016. Our local industrial leads are 44.4% higher than March 2016. Tech/Office/Medical leads are 40% higher than in March 2016. Retail/Restaurant leads are now matching 2016 numbers..



Our business retention and expansion visits are up 51.4% over 2016 and we are seeing 34.5% more convert into projects.

Website

Visits are up 8.9% over 2016 and the number of visitors is identical to March 2016. Most March traffic was coming from Central Ohio, however, Cincinnati, Cleveland and Detroit were showing increased activity. With exception to our “Property Search” and “Project Highlights,” a majority of our site visitation relates to business start-ups or entrepreneurialism.



City	Sessions	% Sessions
1. Delaware	345	29.16%
2. Columbus	181	15.30%
3. Cincinnati	46	3.89%
4. Dublin	34	2.87%
5. Lewis Center	33	2.79%
6. Powell	26	2.20%
7. Cleveland	23	1.94%
8. Westerville	22	1.86%
9. (not set)	15	1.27%
10. Detroit	14	1.18%

Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	1,183	70.84%	838
1 ■ Referral	499	<div style="width: 42%;"><div style="width: 42%;"></div></div>	
2 ■ Direct	286	<div style="width: 24%;"><div style="width: 24%;"></div></div>	
3 ■ Organic Search	234	<div style="width: 20%;"><div style="width: 20%;"></div></div>	
4 ■ Social	164	<div style="width: 14%;"><div style="width: 14%;"></div></div>	

Page	Pageviews	% Pageviews
1. /	1,966	39.75%
2. /event-2445985/Registration	438	8.86%
3. /event-2445985	422	8.53%
4. /propertysearch	298	6.03%
5. /miscellaneous	280	5.66%
6. /projecthighlight	192	3.88%
7. /bizhighlights	146	2.95%
8. /siteselection	132	2.67%
9. /startbusiness	114	2.30%
10. /growbusiness	110	2.22%